

Amendments to the Abstract:

Please replace the Abstract with the following rewritten Abstract:

-- The present invention relates to retail merchandising apparatus for use with a pallet stackable with merchandise items arranged in multiple layers thereon to form a loaded pallet. The ~~retail merchandising~~ apparatus includes pallet support means for bearing the loaded pallet and lifting means operatively connected to the pallet support means for ~~selectively~~ moving the pallet support means between a lowered position and a raised position ~~relative to a floor~~. An open-topped housing accommodates the pallet support means and the lifting means mounted therein. The housing has ~~a plurality of~~ upstanding housing walls. The retail merchandising apparatus further includes display means associated with the housing for placing a promotional message on an outwardly directed housing face within view of a customer. When bearing a loaded pallet, the pallet support means is ~~selectively~~ positionable within the housing such that a ~~selected~~ portion of the merchandise items carried on the loaded pallet protrudes ~~at least partially~~ from the top of the housing within view of the customer. --